

Targeted Advertising

INDUSTRIAL **SafetyNews** MEDIA KIT 2019



Industrial Safety News has a targeted readership of business owners, CEOs, CFOs, local and national government officials, Health and Safety Managers and health and safety professionals.

Print and digital circulation, three websites updated daily and a weekly EDM InfraNews to 5,500 subscribers with phenomenal readership growth combine to provide a very powerful marketing mix addressing all echelons of the Health and Safety industry.

• **InfraNews** reaches up to **5,500 subscribers** every single week (*source: MailChimp*)

• **Digital magazine views** grew from **15,355** in February 2018 to **50,172** in September 2018 to **92,459** in February 2019 (*source: Issuu*)

• **Websites** attracted **24,815 page views** from **12,715 unique visitors** in the 6 months from September 2018 to February 2019 (*source: Google Analytics*)

• **Print editions** are targeted at nearly **3000** decision makers in business with an estimated pass on readership of three

Most in business still have a great deal to learn and apply to be sure that all the necessary procedures and education are in place to maintain a safe and healthy environment under the country's Health and safety at Work Act which introduces harsh penalties for those employers who put their workers at avoidable risk.

Industrial Safety News' mission is to promote workplace health and safety through quality articles that educate readers on just that what they need to do to protect their workers.

Suppliers of health and safety products and services, industry experts and those with regulatory functions help us keep abreast of the latest health and safety developments therefore Safety News always welcomes quality editorial that will increase industry knowledge.

To make it easier for readers to hone in on areas most relevant to them and for advertisers to more effectively target their markets, the content has been designed to concentrate on the most critical areas of safety.

Within most industrial and manufacturing businesses someone is responsible for the health, wellbeing and safety of all the employees.

For advertising enquiries, please contact:

ANITA FERIA on +64 27 444 1573; anita@infrastructurebuild.com
MIKE BISHARA on +64 27 564 7779; mike@infrastructurebuild.com

INDUSTRIAL **SafetyNews**

Print & Digital Rates

	1 Issue	3 Issues	5 Issues
Double Page Spread	\$3,500	\$3,000	\$2,750
Full page	\$2,600	\$2,150	\$1,900
Half Page Vertical or Horizontal	\$1,650	\$1,250	\$1,000
Quarter Page Vertical or Horizontal	\$950	\$900	\$850

All prices exclusive of GST. See the final page of this media kit for ad size specifications



Save with our Print & Online Packages on page 3!

Online Rates* (less 10% for 6+ months continuous)

	Per Month
Top Banner	\$350
Website Banner	\$350
Half-Banner	\$350
Island Sidebar	\$350
Masthead Box	\$350
Carousel	\$400

Premium position on homepage - link to personal news page on our website or direct to your own url

carousel



*subject to availability, shared voice

All prices exclusive of GST. See the final page of this media kit for ad size specifications

InfraNews - Email Newsletter Rates

InfraNews is an email newsletter that goes out weekly to up to 5,500 subscribed readers of our three web sites: safetynews.co.nz, infrastructurenews.co.nz and propertyandbuild.com

Per Insertion	1 week	2 weeks	1 month +
EDM Banner	\$400	\$225	\$200

All prices exclusive of GST. See the final page of this media kit for ad size specifications



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Print & Online Packages

The following are example packages with FP print ads and online advertising bundled together. Please contact us for a package that will suit your needs.



Print value	Online Value	Total Value	Discounted Price	Price per month
FOUR MONTHS - Full Page Print/Digital Advert + choice of Online Advert + EDM Banner every second week				
\$5,200	\$5,200	\$10,400	\$7,800	\$1,950
EIGHT MONTHS - Full Page Print/Digital Advert + choice of Online Advert + EDM Banner every second week				
\$8,600	\$5,850	\$14,450	\$10,837	\$1,354
ONE YEAR - Full Page Print/Digital Advert + choice of Online Advert + EDM Banner every second week				
\$9,500	\$7,800	\$17,300	\$15,300	\$1,080

PUBLISHING SCHEDULE 2019-2020

AsiaPacific Infrastructure is published as a Digital Edition and a Print Edition and also appears on infrastructurenews.co.nz

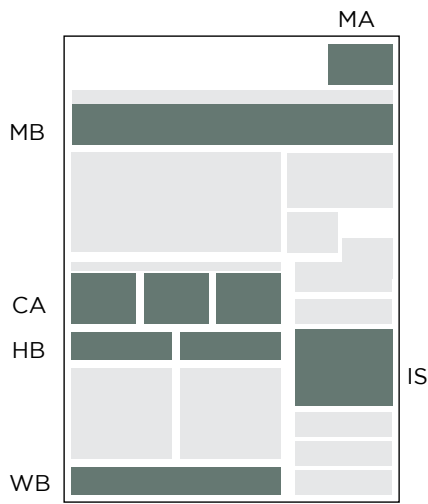
Issue	Digital and Print	Key Focus Areas	Advertising & Edit
2019-2020			
April-May	Yes	Cyber Security, Environment, Training & Management, Residential Property	First week of April
June-July National Safety Show BuildNZ Designex	Yes	Personal Protective Equipment, Design, Architecture, Construction, Water, Training & Management, Property	First week of June
August-September	Yes	Transport, Commercial Property, Development, Technology	First week of August
October-December	Yes	Access, Training & Management, Health & Injury, Chemicals & Workplace Safety	First week of October
February-March Yearbook 2020	Yes	Outlook, Infrastructure Outlook, Property & Construction Outlook, Industrial Safety	First week of February

Digital edition may be updated at any time within the cycle with material required 24 hours before.

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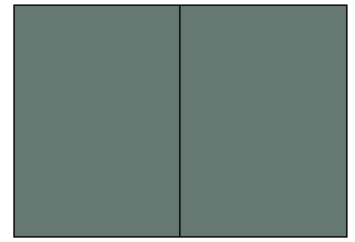
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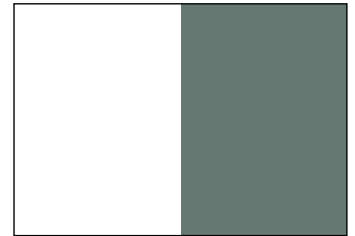


ONLINE SPECIFICATIONS

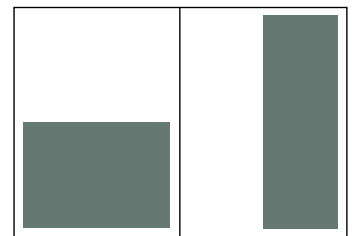
	Size (WxH)
Website Banner (WB)	702px x 90px
Half Banner (HB)	320px x 90px
Masthead Box Ad (MA)	200px x 120px
Island - Sidebar (IS)	300px x 250px
Carousel (CA)	214px x 140px
EDM Banner	565px x 85px



DPS

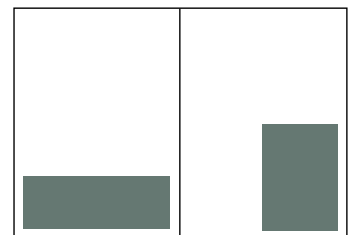


FP



HPH

HPV



QPB

QP

Supply online files to mike@infrastructurebuild.com in JPEG or PNG format. Images may be subsampled to a minimum of 300dpi. Image compression should be at the highest available JPEG quality setting.

PRINT/DIGITAL AD SPECIFICATIONS

Ad space		Trim Size	Bleed Size
Double page spread	DPS	420mm wide x 297mm	426mm wide x 303mm high
Full page	FP	210mm wide x 297mm high	216mm wide x 303mm high
Half page horizontal	HPH	190mm wide x 128mm high	-
Half page vertical	HPV	85mm wide x 277mm high	-
Quarter page banner	QPB	190mm wide x 54mm high	-
Quarter page	QP	85mm wide x 128mm high	-

Supply print/digital files to mike@infrastructurebuild.com as CMYK PDFs with 3mm bleed on edges.

Content Partners

PR Priority Content Partners: Bonafide suppliers of editorial of merit pay a \$450 a year subscription, fully refundable if their client advertises within 12 months.

Non-Profit Specialist Content Partners are appointed by the editor to produce opinion pieces.

Please submit all material for consideration to Mike Bishara (mike@infrastructurebuild.com | +64 27 564 7779) or Michael Curren (michael@infrastructurebuild.com).

Final publication is at the discretion of the publisher.

Technical specifications

Images may be subsampled to a minimum of 300dpi; image compression should be at the highest available JPEG quality setting. All fonts must be embedded in the PDF or converted to paths. Embedded fonts must not use CID/Indentity-H encoding. Please ensure the PDF is created as Composite CMYK, with all transparencies flattened, using Acrobat 4 compatibility (PDF version 1.3).

Advertisements must be correctly sized (to A4 specs) as listed, and full page ads must include 3mm bleed. Please supply a single PDF file only - do not include any other documents, images or fonts.

Colours should be specified as CMYK, and all images should be CMYK separated - suggested separation specs are UCR separation, 95% black limit, 320% total CMYK ink cover, approx 15% midtone dotgain.

We reserve the right to reject at our sole discretion any advertisement that does not meet our standards.

Media Solutions Limited will not be responsible for any errors in supplied advertising material. Please ensure you have checked and approved the actual file you are supplying

Other formats

If you are unable to supply artwork as PDF to our specification, other formats may be acceptable - please email michael@infrastructurebuild.com to discuss this before sending any artwork. Note that formats other than PDF may incur an additional processing charge.

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